



# DENIM DAY

**STEP FORWARD**

TAKE A STAND AGAINST RAPE

## Denim Day Evaluation

Many of us need to have some way of evaluating our campaigns. This process evaluation tool can be developed using an Excel or Access database and reports easily retrieved from these files. If everyone collects the same data, the Missouri Department of Health and Senior Services, Office on Women's Health will compile the data and disseminate the results to interested partners.

We will send a post-event evaluation to gather the following information:

- The number of Denim Day events held in communities that report to (Your organization)
- The number of Denim Day educational materials disseminated by (Your organization) and campaign partners
- The number of media impressions earned
- The number of new and sustained partnerships
- The number of website hits to Denim Day page (if on your website)
- Achievement of (Your organization's) yearly campaign strategic plan

The Healthy People 2010 has objectives addressed by this effort:

### **15-34 Reduce the rate of physical assault by current or former intimate partners.**

**Target:** 3.3 physical assaults per 1,000 persons aged 12 years and older

**Baseline:** 4.4 physical assaults per 1,000 persons aged 12 years and older by current or former intimate partners occurred in 1998

**Target setting method:** Better than the best

**Data source:** National Crime Victimization Survey (NCVS), U.S. Department of Justice, Bureau of Justice Statistics

### **15-36 Reduce the annual rate of rape or attempted rape.**

**Target:** 0.7 rapes or attempted rapes per 1,000 persons

**Baseline:** 0.8 rapes or attempted rapes per 1,000 persons aged 12 years and older occurred in 1998

**Target setting method:** Better than the best

**Data source:** National Crime Victimization Survey (NCVS), U.S. Department of Justice, Bureau of Justice Statistics

### **15-36 Reduce sexual assault other than rape.**

**Target:** 0.4 sexual assaults other than rape per 1,000 persons aged 12 years and older

**Baseline:** 0.6 sexual assaults other than rape per 1,000 persons aged 12 years and older occurred in 1998

**Target setting method:** Better than the best

**Data source:** National Crime Victimization Survey (NCVS), U.S. Department of Justice, Bureau of Labor Statistics